

In the claims:

Cancel claims 2, 25, and 27 without prejudice, and amend claims 1, 3, 4, 5, 7, 14, 26, and 28 as follows:

1. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label, said base wall including a front face having a strip of resilient material projecting outwardly therefrom;

a connector mounted to a back face of said channel member, said connector including a clip member adapted to receive and retain therein a projecting portion of an associated retail shelf, said clip member comprising:

a first leg and a second leg,

said first leg includes a first segment projecting towards said second leg and a second segment extending away from said second leg,

said second leg includes a first segment projecting away from said channel member base wall and a second segment, and,

said first leg and said second leg cooperating to define an upwardly open slot including a relatively narrow open end and a relatively wider closed end.

2. (Cancel)

3. (Currently Amended) The holder as set forth in claim [[2]] 1, wherein said connector further comprises ~~a back wall~~, a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said first arm is positioned between said back wall and said channel member, said second arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said second arm is positioned between said back wall and said channel member.

4. (Currently Amended) A holder for an electronic price label, said holder comprising:
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;
a connector mounted to a back face of said channel member, said connector comprising a clip member adapted to receive and retain therein a projecting portion of an associated retail shelf; said connector further comprises a back wall, a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said first arm is

positioned between said back wall and said channel member, said second arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said second arm is positioned between said back wall and said channel member;
and,

~~The holder as set forth in claim 3,~~ wherein said first arm further comprises a first segment projecting rearwardly from said base wall and a second segment extending upwardly from said first segment to said a top wall whereby said first segment and said second segment are substantially perpendicular to each other.

5. (Currently Amended) The holder as set forth in claim 1, ~~further comprising a connector mounted to a back face of said channel member,~~ wherein said connector comprising a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall and a second end, said second arm having a first end connected to said base wall and a second end.

6. (Withdrawn) The holder as set forth in claim 5, further comprising a first leg extending away from said first arm and a second leg extending away from said second arm.

7. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side

walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

a mounting portion connected to said channel member, said mounting portion comprising:

a clip member adapted to receive and retain therein a projecting portion of a mounting wall of an associated retail shelf, and

a connecting member comprising;

a back wall,

a first connecting arm, and

a second connecting arm, said first arm having a first end connected to said channel member and a second end connected to said back wall clip member, said second arm having a first end connected to said channel member and a second end connected to said back wall clip member; and,

wherein said clip member is located on a first side of said back wall and said first and second connecting arms are located on a second side of said back wall.

8. (Previously Presented) The holder as set forth in claim 7, wherein said clip member further comprises a first member and a second member.

9. (Previously Presented) The holder as set forth in claim 8, wherein said first member is connected to said second member at a bend.

10. (Previously Presented) The holder as set forth in claim 8, wherein said first connecting arm comprises an L-shaped member comprising a first segment and a second segment extending therefrom.

11. (Withdrawn) The holder as set forth in claim 7, further comprising a transparent lens selectively positioned in covering relation with said base wall of said channel, said lens including a viewing wall, and first and second side walls projecting outwardly from said viewing wall, said first and second side walls of said lens each define a projection adapted for selective receipt in open slots adjacent said base wall.

12. (Withdrawn) The holder as set forth in claim 11, wherein said lens comprises a living hinge along said first side wall of said lens whereby said viewing wall adapted for movement between an open position, wherein said viewing wall extends away from said base wall of said channel member, and a closed position, wherein said viewing wall is placed in covering spaced relation with said channel member.

13. (Withdrawn) The holder as set forth in claim 11, wherein said second side wall projection further comprises an upwardly projecting resilient finger defining a selectively closed slot for insertion of printed material.

14. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

a clip connected to said channel member, said clip defining a somewhat C-shaped body and including a bottom wall, a back wall, and a top wall, said walls being interconnected with each other and adapted to receive and retain therein a projecting portion of an associated retail shelf, wherein said clip further comprises:

a first leg and a second leg,

said first leg includes a first segment projecting rearwardly from a rear side of a back wall of said connector and a second segment extending upwardly toward a top wall of said connector,

said second leg includes a first segment projecting rearwardly from said rear side of said back wall and a second segment extending upwardly toward said top wall, and,

wherein said first leg and said second leg define an upwardly open slot.

15. (Original) The holder as set forth in claim 14, wherein said base wall includes a front face having a strip of resilient material projecting outwardly therefrom.

16. (Original) The holder as set forth in claim 14, wherein said clip further comprises a first arm and a second arm, said first arm having a first end connected to said base wall, a second end connected to said clip, said second arm having a first end connected to said base wall and a second end connected to said clip.

17 - 24. (Cancelled)

25. (Cancel)

26. (Currently Amended) The holder as set forth in claim ~~[[25]]~~ 4, wherein said base wall includes a front face including a strip of resilient material projecting outwardly therefrom.

27. (Cancel)

28. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

~~said base wall includes a nib extending rearwardly therefrom;~~

a clip member adapted to receive and retain therein a projecting portion of a mounting wall of an associated retail shelf wherein said clip member comprises:

a first leg for contacting a first side of the projecting portion of the associated retail shelf, said first leg includes a first segment projecting rearwardly and a second segment extending upwardly from said first segment, and

a second leg for contacting a second side of the same projecting portion of the associated retail shelf, said second leg includes a first segment projecting rearwardly and a second segment extending upwardly from said first segment, wherein said first and second legs cooperate to define an upwardly open slot including a relatively narrow open end and a relatively wider closed end; and,

a connecting member mounted for connecting said clip member to said channel member.

29. (Previously Presented) The holder as set forth in claim 28, further comprising a document holder defined between said clip member and said base wall.

30. (Previously Presented) The holder as set forth in claim 29, wherein said document holder comprises a resilient finger and a nib defining a selectively closed slot therebetween.

31. (Previously Presented) The holder as set forth in claim 28, wherein said base wall includes a front face including a strip of resilient material projecting outwardly therefrom.

32. (Previously Presented) The holder as set forth in claim 28, wherein said connecting member comprises a first arm secured at a first end to said channel member and at a second end to said clip member.

33. (Previously Presented) The holder as set forth in claim 28, wherein said first and second legs cooperate to form a slot having an enlarged end portion.